

5. Официальная презентация авиакомпании «Уральские авиалинии» для национальной отраслевой премии «Крылья России 2015».
6. Официальный сайт администрации Санкт-Петербурга. [Электронный ресурс]. Режим доступа: <http://gov.spb.ru/helper/day/transport/>
7. Сайт Федерального агентства воздушного транспорта РФ. Перевозки пассажиров [Электронный ресурс]. Режим доступа: <http://www.favt.ru/deyatelnost-vozdushnye-perevozki-perevozki-passazhirov/>
8. Траут Дж., Ривкин С. Репозиционирование. Бизнес в эпоху конкуренции, перемен и кризиса. – СПб.: Питер. – 2010. – С 186.

**УДК: 659.4.**

*Akosh Sekey*

MA in Place branding,  
Ural Federal University,  
Yekaterinburg, Russia

## **MARKETING STRATEGY OF BUDAPEST**

**Abstract.** The main idea of the article is the Marketing strategy of Budapest, which will be worked for 2014-2015. The article deals with the features of development central strategic campaigns which aim to create the geobrand. Central tactical product communication founded on the Budapest marketing campaign. The features of development marketing activity conducted in far-off, emerging source markets, attracts tourists and business.

**Keywords:** marketing, plan, communication, brand

The Hungarian Tourism Ltd.'s marketing plan was presented in the Budapest Congress Center. In addition to this, there were several discussions about issues concerning the whole of the tourism sector as well as an opportunity for personal consultations with the campaign organizers and implementers at panel discussions held in parallel.

Deputy CEO for Tourism, was presenting the tourism marketing plan, which was webcast live due to the great interest. In introducing the concept he pinpointed the fast and flexible tracking of market changes as the main aim, the key to which was addressing new target groups and thus conquering new markets. A special role is given in next year's marketing plan to marketing activity conducted in far-off, emerging source markets, such as countries in the Arab world, Brazil and India, as well as neighbouring countries to the south. Naturally, this does not mean that the organisation intends to reduce the intensity of its marketing activity in its current markets. This will be the new face of Budapest, the city's cool image and vibrant life in addition to maintaining the focus on the tourist attractions, visiting cities and health tourism options which are better known among the older generation. The slogan got "Think Hungary – More than expected". This became the central message of the promotion on foreign markets. Hungary's recently released image film, attempting to show a synthesis of the country's traditional and trendy aspects, is also based on this concept.

While the priority of the 2013 tourism marketing plan was to create an independent image for Hungary as a tourism brand, in 2014 this new image is intended to be promoted as broadly as possible.

As in the past, foreign communication will have three tiers next year, consisting of a central image campaign, central product campaigns and market-specific campaigns. In line with the above objective, pre-eminence will be given to Hungary's international image campaign, aiming primarily to address consumers. One means of achieving this is close cooperation with the players in the travel trade, conducting joint campaigns and promotions, and sharing costs in unison with joint interests.

Professional cooperation will perform a key role also in communication activities addressing foreign markets. There is will associate with central topics whose message strengthens Hungary's positive image from the viewpoint of tourism. The purpose of this coordinated activity is to focus attention on Budapest's ever expanding spectrum of cultural programs, which are likely to attract foreign interest. The programs of the reopened Academy of Music and Erkel Theatre, the renewed Budapest Spring Festival, the recently opened Budapest Music Center, the Opera House and the Palace of Arts as well as numerous museums offer added value that makes travelling to the capital worthwhile for visitors from afar.

In communication targeting the domestic public the company, while retaining the former concept, will conduct central campaigns promoting domestic tourism, central seasonal campaigns and regional informative campaigns recommending events and offers from service providers. Publishing the Széchenyi Recreation Card (SZÉP card) will remain an important element.

Deputy CEO for Tourism, chaired the discussion on current developments and investments affecting tourism, at which Deputy State Secretary for Development Projects at the Prime Minister's Office. The topics included the role of local and regional products in gastronomy and tourism services, and a presentation "How to sell Hungary" in B2B destinations was held to promote further thought on the subject.

The panel discussions concentrated on business tourism, health tourism, cultural tourism and high-class gastronomy. These provided actual information about exhibitions, workshops, premium days and study tours to help service providers plan and decide which campaigns to be involved in.

Another new feature of the open day was the suppliers' workshop organized by the management board of Hungarian Tourism Ltd.'s Agromarketing Center. Hungarian smallholders presented in person their food industry products to the decision-makers and suppliers of the hotel and catering industry. A selection of the wines and local food specialties of the Sopron wine region was presented in the lobby.

All the parts comprising Hungarian Tourism Ltd.'s 2014 marketing plan (the Strategic Plan, the Tactical Plan and the Annexes) can be downloaded from the company's website [www.itthon.hu](http://www.itthon.hu).

#### SUMMARY OF THE NATIONAL TOURISM MARKETING PLAN FOR 2014:

- addressing new target groups in emerging markets, and in additional segments of traditional source markets;
- brand building, raising awareness of the concept of the country's tourism brand;
- product-based marketing communication;
- powerful international image campaign;
- mobile technology-based developments beside strengthening online presence (and in particular social media activity);
- Reinforcing the buzzwords used in the domestic campaign ("Winter Harmony", "Spring Awakening", "Summer Buzz", "Fall Serenity") and a product-based, seasonal approach to help boost domestic tourism;
- closer cooperation with the domestic and international trade (ETC, V4), more joint campaigns and offers.

The basis of the company's domestic activity continues to be stimulating and generating consumer requirements and demand, while activity abroad focuses on increasing interest in Hungary as an attractive tourist destination. This aims to raise the number of trips to Hungary and improve the quality indicators. The primary activity is to be realized through public communication and promoting sales within the travel industry. The travel trade promotion activity continues to cover TDM coordination (cooperation with the Tourism Destination Management

Organizations), research activity, Tourinform coordination and operating a Contact Center as well as communication activity promoting the SZÉP card, and various brands and quality awards.

The renewed country promotion features good-quality Hungarian products, tourism, gastronomy and wine, which complement each other and emphasise Hungarian values. Wine consumption can be linked with travel, and wine tours and wine tastings are the perfect accompaniments to tourism products. More and more people look specifically for local products during their domestic holidays and trying local flavours is part of the experience. This contributes indirectly to the success of the Hungarian food industry. Through the merger of the Agromarketing Center and Hungarian Tourism Ltd., the government concept encouraging organisations to mutually reinforce each other was successfully implemented. A foreign trade event with several hundred thousand visitors representing the food industry, trade, and the hotel and catering industry provides an excellent opportunity to draw the attention of decision-makers to Hungary as a potential destination. Gastronomy is an integral part of Hungary's image and of the strengths we wish to communicate. It is important to show that the traditional Hungarian cuisine known to foreign tourists can be reinterpreted in keeping with the current culinary trends, and that Hungarian gastronomy is able to compete with the international field in this respect as well. Making Hungarian wines a household name abroad, especially in areas with a wine-drinking culture, is among our priority targets."

In line with the company's objectives, a powerful international image campaign is at the heart of communication targeting the foreign public, which will retain the country's usually published values such as Hungarian culture, the built environment of our historic cities, the stunning, varied beauty of the natural environment and our health tourism. In addition, Hungarian Tourism Ltd.'s promotional literature will communicate the country's ever more widely sought after and increasingly broad range of quality products and services of international standard as well as the results of Hungary's endeavors and the results produced in confirmation of such achievements – be these in the fields of internationally acknowledged gastronomy, urban renovation or industrial investments.

#### **BUSINESS TARGETS**

The primary consideration when performing the national tourism marketing activity is to achieve business targets, in other words to increase the number of overnight stays and spending by tourists.

#### **TOURISM PRODUCTS**

Strategic products on the domestic market: Active and ecotourism, Rural tourism, Cycling tourism, Equestrian tourism, Cultural tourism, Wine and gastronomy tourism, Health tourism

Strategic products on foreign markets: Budapest, Lake Balaton, Cultural tourism, Health tourism (medicinal tourism and wellness tourism) Business tourism (MICE), Niche products

#### **DIVISION OF THE SOURCE MARKETS**

The organization is classifying according to business potential, trends and travelling habits. The classification is based on whether tourists from a particular source market usually arrive in Hungary as individual travelers or through a tour operator in an organized manner. The role Hungary's accessibility play in the trip and the market share of the given source market according to the number of overnight stays are also considered. These provide the basis for defining the B2C markets directly targeting the public and the B2B markets giving priority to trade relations.

- B2C markets: Austria, Benelux countries, Croatia, Czech Republic, France, Germany, Israel, Italy, Northern Europe, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland, United Kingdom.

- B2B markets: China, Japan, Russia, Ukraine, United States of America.

- Emerging markets (based on their inbound traffic to Hungary): countries of the Persian Gulf, South America, India and South-East Asia. These are classified as B2B markets. (In

these markets a presence is maintained based on trade events and cooperation, which is justified by the market potential and the increasing interest in Hungary.)

#### INTERNATIONAL COOPERATION

Due to the demands characterizing far-off markets and to the limited marketing resources available, the importance of cooperation with the Visegrád Group (V4), the European Travel Commission (ETC) and the Danube Competence Center, which has a secretariat in Serbia, is increasing. Joint promotion generates interest in Europe in far-off markets more efficiently. Promoting the diversity of tourism in the Central European region (the Czech Republic, Hungary, Poland and Slovakia) will continue through coordinated work based on a jointly devised marketing plan, by combining the available resources and exploiting synergies. The target markets of the V4 countries are the United States, Latin America, India, China and Japan, while openings in new markets will be sought in Singapore, Kazakhstan, Azerbaijan, Australia and the Arab countries of the Persian Gulf.

With regard to product development, joint points were laid down which are of major importance to all four countries:

- "Family tree" programmes for second and third generations (language courses, summer universities, family tree research, etc);
- addressing people who studied in the V4 countries 20 to 40 years ago;
- Central European tours – in markets where touring Europe is an attraction; and
- addressing the 50+ age groups[1].

#### PUBLIC COMMUNICATION

##### Unified international communication

Hungarian Tourism Ltd., in cooperation with other organizations and sister institutions actively promoting Hungary, will take part in publishing major anniversaries and events affecting the whole of the country and in communicating the related tourist messages.

Communication targeting the domestic public strategic roles:

- Image communication to raise the public's awareness of the complex Hungary brand.
- The aim of the national strategic product campaigns is to encourage domestic tourism. A determining factor in planning the campaigns is to identify the season of the year when the largest number of tourists can be mobilized by each tourism product.
- The purpose of the regional product campaigns is to promote the offers of service providers.

The first level will accompany the strategic product campaigns and is intended to improve awareness of the new country brand concept in Hungary, which can only become a broadly accepted brand in this manner. In this tier of communication Hungarian Tourism Plc. plans to give an important role to promoting the SZÉP card, which, thanks to the part it plays in stimulating domestic tourism, dovetails perfectly into the concept of the country's tourism brand. The buzzwords used in the domestic campaign are "Winter Harmony", "Spring Awakening", "Summer Buzz" and "Fall Serenity".

Communication targeting the foreign public for domestic communication:

- central strategic campaigns which aim to build the country brand;
- central tactical product communication founded on the Budapest Winter Invitation campaign
- market-specific campaigns by foreign representations which ensure that the awareness generated by the strategic campaigns is sustained and which offer current travel ideas and motivation through product recommendations in our major markets.

Due to limited resources, coordinating campaigns and the effective choice of tools are of particular importance. The company wishes to achieve the former by even closer cooperation in

the activities of the foreign missions and the latter by further developing and giving priority to e-marketing tools.

#### INTERNATIONAL SALES PROMOTION

The order of priorities for activities in the B2B markets is

- organising study tours to Hungary for the travel trade;
- professional cooperation: joint promotions;
- workshops and road shows with the aim of involving new areas and partners in sales, and bringing domestic service providers and foreign business partners together;
- participation at trade fairs;
- offering professional trainings.

The order of priorities for activities in the B2C markets is online, web communication; social media; traditional media channels; organizing media study tours to Hungary; organizing travel trade study tours to Hungary.

#### Bibliography

1. Hungarian Tourism Ltd. site [Electronic resource]. Access mode: <http://gotohungary.com/national-tourism-marketing-plan-2014>

#### UDC 316.77

*Dôuglas Aparecido Ferreira*

master student,

Pontifical Catholic University of Minas Gerais,

Belo Horizonte, Brazil

#### VISUAL BRAND COMMUNICATION ON INSTAGRAM: CONTENT ANALYSIS OF THREE SMALL BRANDS FROM YEKATERINBURG

**Abstract.** This report aims to understand the visual communication strategies on Instagram of three small brands of Yekaterinburg – Russia in different market segments. The assumption is the world is becoming spectacularized because of the excesses of images produced during the interaction processes (Debord, 1997). Then, this research tries to identify as the photographs posted in social networks can help to build a brand according to the content explored in the image.

**Keywords:** Visual communication; branding; Instagram; Society of the Spectacle; social media

#### Introduction

Digital social networks are not a new phenomenon in the world of internet, but each new communication tool that comes alters the entire configuration of the interaction between network users. In other words, social networking sites not opened a new communication but changed communication processes, reconfiguring the relationship space-time and how things organization in the world. According Recuero [6], social networks are "a consequence of the ownership of communication tools computer mediated by social actors". Therefore, these sites have more visibility and projection is a network of social contacts that has always existed outside the online context. Instagram is an example of digital social network that was initially appropriated by ordinary users and later became a powerful propaganda tool for organizations and their brands, given that organizations are also social actors [5] and therefore also appropriate these tools strategically.

Instagram is a digital social network that presents itself as a diary of photos and short videos. The basic idea of this tool, as well as other social networks, is to attract the attention of the network actors. Brands use the same principle of platform use and seek, through visual strategies, awakening the users interests for the content that is generated.